

Message Text

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PAGE 01 BERLIN 01263 241213Z

42

ACTION EB-11

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E.O. 11652: N/A

TAGS: BEXP

SUBJECT: 1974 GERMAN INDUSTRIES FAIR (GIF)

REF: A) BERLIN A583, APRIL 26, 1968

B) BERLIN 1653, 1972

C) STATE 178745, 1972

D) HALLOWELL, FAS, JUNE 1 LETTER TO DAVIS, USIA

1. SUMMARY: SENAT, WHICH PROMISED MEMO LAST YEAR ON "NEW CONCEPTS" FOR GIF, HAS PRODUCED THIN STUDY WHICH CONTAINS VIRTUALLY NOTHING NEW. ACTION

REQUESTED: MISSION STILL CONVINCED LIMITED FUNDS COULD BETTER BE SPENT ON OTHER PROJECTS SUCH AS GREEN WEEK BUT WOULD APPRECIATE INSTRUCTIONS ON U.S. INTENTIONS RE PARTICIPATION IN 1974 GIF, AS WELL AS DEPARTMENT'S VIEWS ON TIMING OF NOTIFICATION TO SENAT AND CONSULTATION WITH BRITISH AND FRENCH. END SUMMARY.

2. DEPARTMENT TOLD THEN SENATOR FOR FEDERAL AFFAIRS GRABERT LAST YEAR U.S. PREFERRED EVALUATE RECOMMENDATIONS OF SENAT COMMISSION BEFORE

MAKING DECISION ON LONG-TERM FUTURE OF U.S. PARTICIPATION IN GIF (REF C). IN RESPONSE TO PRODDING FROM AK, SENAT SENT MEMO TO ALLIES
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PAGE 02 BERLIN 01263 241213Z

DATED JULY 12 STATING COMMISSION HAD REACHED FOLLOWING CONCLUSIONS:

A) BASED ON NUMBER OF VISITORS, GIF IS FOURTH LARGEST ANNUAL EXHIBITION IN FRG, INCLUDING BERLIN. THIS ARGUES FOR CONTINUATION OF FAIR. VISITORS ARE MOSTLY PRIVATE CONSUMERS.

B) IN FUTURE, GIF SHOULD FOCUS ON ONE TOPIC AND BE DIVIDED INTO TWO PARTS; ONE CONCENTRATING ON CONGRESSES AND MEETINGS OF EXPERTS WITH CORRESPONDING BERTICAL TRADE SHOWS, AND THE SECON COMPRISING CONSUMER AND INVESTMENT GOODS TO MEET BERLIN'S REQUIREMENTS. TOPICS FOR FUTURE FAIRS ARE TO BE WATER, TRANSPORTATION, ENERGY, AND RAW MATERIALS (TO BE FURTHER REFINED IN FUTURE).

C) GIF 1973 TOPIC WILL BE "WATER BERLIN 73".

3. ALTHOUGH COMMISSION WAS ESTABLISHED TO DEVELOP "NEW CONCEPTS" (REF B), MISSION FINDS NOTHING NEW IN SENAT MEMO. FOR INSTANCE, A WATER CONGRESS AND EXHIBITION WERE COMBINED IN 1968 (REF A) AND RAW MATERIALS WAS THE THEME FOR THE 1971 GIF. ALTHOUGH MEMO IS VERY BRIEF, SOUNDINGS WITH SENAT, FAIR AUTHORITY AND CHAMBER OF COMMERCE INDICATE NOTHING MORE HAS BEEN OR IS LIKELY TO BE DEVELOPED.

4. WHILE BIRITISH AND FRENCH FAR FROM ENTHUSIASTIC ABOUT GIV, WE HAVE IMPRESSION THEY MAY YIELD TO SENAT PRESSURE AND CONTINUE TO PARTICIPATE IN GIF PROVIDED SENAT CONTINUES TO PICK UP TAB.

5. MISSION REMAINS OF VIEW GIF IS OF ONLY MARGINAL UTILITY. AVAILABLE ERP FUNDS COULD PROBABLY BE BETTER SPENT ELSEWHERE, ESPECIALLY IN VIEW OF APPARENT NON-AVAILABILITY OF AGRICULTURE FUNDS FOR 1975 GREEN WEEK (REF D). HOWEVER, IF WE DECIDE NOT TO PARTICIPATE IN 1974 GIF, WE SHOULD BE PREPARED TO RESIST PROBABLY SENAT ARGUMENTS THAT OUR CONTINUED PARTICIPATION IS POLITICALLY DESIRABLE.

6. COMMERCIAL RESULTS OF 1968 WATER CONGRESS AND EXHIBITION WERE NOT IMPRESSIVE AND EXPERIENCE WITH 1973 GIF MAY FOLLOW THIS PATTERN. BUT EFFORTS TO INCREASE COMMERCIAL ORIENTATION OF U.S. PARTICIPATION IN 1973 GIF ARE APPRECIATED AND WE DO NOT WISH TO PREJUDGE RESULTS. IT WOULD PROBABLY BE TACTICALLY WISE TO WAIT UNTIL AFTER 1973 EVENT, I.E. LATE NOVEMBER, BEFORE INFORMING SENAT OF U.S. DECISION RE 1974. ON OTHER HAND, WASHINGTON AGENCIES BACKSTOPPING GIF AND GREEN WEEK MAY PREFER EARLIER DECISION IN ORDER TO HAVE MORE TIME FOR PLANNING.

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PAGE 03 BERLIN 01263 241213Z

7. MISSION REQUESTS GUIDANCE AS TO:

A) U.S. INTENTIONS RE PARTICIPATION IN 1974 GIF;

B) WHETHER OR NOT COORDINATION WITH BRITISH AND FRENCH DESIRED; AND

C) PREFERRED TIMING OF NOTIFICATION TO SENAT OF U.S. POSITION,BORG

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